

## MEDIA PLANNER

Media for Security Suppliers,  
End Users, and IT Decision Makers

Magazine | Website | E-news | Webinars  
Podcasts | Custom Publishing

2022

securitytoday.com



## Two Markets – One Buy

### Your Integrated Media Solution

*Security Today* is the leading industry media brand for the global security marketplace. Our print, digital, event, custom media and research products integrate coverage for both physical and IT security as these functions are in the process of convergence. The *Security Today* brand is your best integrated media platform serving the product and new technology needs of the entire security product buying team — suppliers and end users. This makes *Security Today* the smartest marketing partner for today's security product and service marketers.

### Suppliers and End Users of Security Products and Systems\*

Security Installing Dealer/Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems

Integrators	13,965
Security Consultants	3,553
Security Product Distributors	2,565
Manufacturer's Rep Firms	465
<b>SUPPLIER TOTAL</b>	<b>20,548</b>
Industrial or Manufacturing Companies	5,683
Government/Military	6,205
Retailing Companies, Service Companies and others (Financial, Utilities, Builders, Transportation, others)	4,166
Institutional Facilities (Healthcare, Education, Lodging, Entertainment, Sports)	3,934
<b>END USER TOTAL</b>	<b>19,988</b>
<b>GRAND TOTAL</b>	<b>40,536</b>

More than **20,000\*** suppliers, installers, distributors, consultants, and manufacturing rep firms subscribe to *Security Today* magazine. These are companies who are buying, selling and installing security products and services. More than **19,000\*** end users in industrial, retail, institutional, and government sectors are security professionals who turn to *Security Today* for practical information on products and new technology.

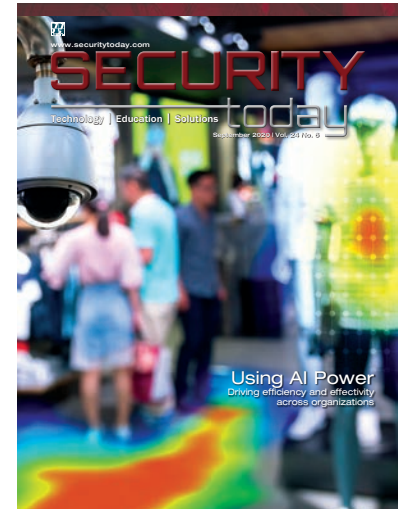
#### IT DECISION MAKERS\*

Each issue of *Security Today* is distributed to key IT decision makers. These are the most important IT managers who are making the decisions regarding security convergence.

#### INTERNATIONAL\*

In addition to our print version of *Security Today*, international security professionals can get a copy of each issue via our digital format. More security products marketers are looking to some of the most lucrative international markets such as Mexico, Europe, China, Canada, Latin America, and the Pacific Rim.

\*Media Owner's Own Data



As an Omeda client, *Security Today* provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

## Comprehensive, Solution Driven Magazine

*Security Today* is the marketing partner that you can depend on to help generate leads and increase sales. Each issue reaches the largest number of suppliers and end users\*. Our integrated approach offers your company endless opportunities to put your message in front of your best customers and prospects.

Security professionals turn first to *Security Today* for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.\*\*

*Security Today* is the only integrated magazine reaching the entire security market. *Security Today* is the one invaluable resource for security professionals who have the ultimate buying responsibility for security products and services.

## Subscribers Who Recommend, Select or Buy Products\*

Access Control	15,893
Intrusion Alarm & Monitoring	12,177
Sensors/Detectors	12,225
CCTV Equipment/Video Systems & Surveillance	12,887
Batteries/Power Supplies	11,426
Wireless Technologies	11,139
Outdoor/Perimeter Protection	10,341
Software	11,091
Card Reader Systems	10,400
Emergency Response Products/Services	10,294
IP Video Systems & Surveillance	2,935
Training	10,950
Control Panels/Annunciators	9,119
IT/Network Security	10,457
Digital Video Recorders (DVR)	9,691
Video Management Systems	7,491
Fire & Safety Protection	9,588
Identification Products/ID Badges	8,356
Biometrics	7,462
Door Hardware/Locks	8,017
Communication Equipment	7,903
Cloud Storage	6,044
Security Consultants	6,744
Business Continuity/Disaster Recovery Products/Services	6,548
IP Appliances	6,624
Home Automation/Sound Equipment/Theatre	5,954
Mobile Communications	6,100
Security Guard Services	4,620
Integrated Systems	4,739
IP Video/Network-Centric Security	2,935
Cable/Telephone Services	2,226
Supplies & Dealer Services	1,785



## Circulation/Reach



**Security Today reaches  
40,536\* security  
professionals**

By partnering with *Security Today*, you have made the best choice to reach the most potential buyers in the security industry — Delivering buyers and specifiers across all functions and segments of Security decision making\*.

Many security professionals make buying decisions for both physical and IT security products and services. Plus, each issue is digitally transmitted to more international security professionals.\*

\*Media Owner's Own Data

\*\*Baxter Research mediaView Pro

## Reach the Complete Marketplace

### How *Security Today* compares\*

- Only publication to the marketplace for both suppliers (including dealers and integrators) and end users. **Suppliers:** 20,548 | 50.7% **End Users:** 19,988 | 49.3%
- Highest circulation in the security industry

### Extensive Portfolio

Today's security products marketers are faced with requirements to deliver measurable ROI from their marketing investments. At the same time, the need to reach the complete marketplace of an ever expanding set of decision makers is a priority.

*Security Today* is the one choice for security products marketers to efficiently and effectively reach security products decision makers.

- An extensive portfolio of print and online products/packages
- Comprehensive coverage of physical and IT security products and issues that matter the most to security products decision makers
- Reaches the complete marketplace — suppliers, end users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services
- "E-Response Lead Service" providing additional leads on a more timely basis

### Dedicated and Devoted Subscribers\*\*\*

*Security Today* has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the July/August Baxter mediaView report found that:

- **77% said *Security Today* was important, very important, or a personal favorite.**
- **79% read each issue 2 or more times.**

### What *Security Today* Subscribers Are Saying\*\*\*

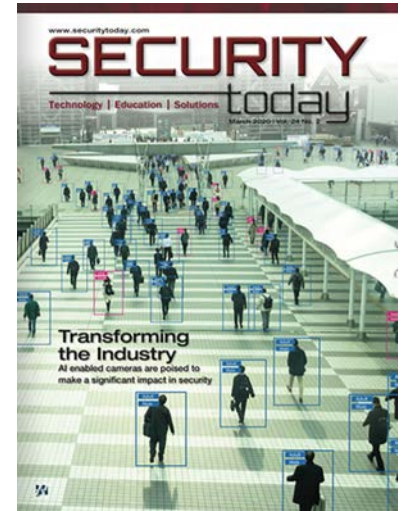
“Each issue provides important information that is used in the operation of my organization.”  
— Owner

“Brings new products to my business.”  
— President

“It helps me to keep abreast of new technologies, solutions, and ideas.”  
— Senior Vice President

“Reading *Security Today* keeps me informed with trends in the industry which complement my understanding of products available to meet or exceed project requirements.”  
— Production Software Specialist

“It provides insight on what's going on with security technology trends, product capabilities, and protection concepts.”  
— Senior Vice President



### Award Winning Magazine

*Security Today* magazine is delivered to subscribers the way they prefer to receive it — print or digital. **The digital edition of *Security Today* magazine won an Ozzies Digital Honorable Mention Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine.**

### Leader in Market Share and Ad Pages\*\*

IMS Ad Tracking ranks *Security Today* as a leader in market share and ad pages.

\*Media Owner's Own Data

\*\*IMS Ad Tracking - The Auditor, June 2021

\*\*\*Baxter Research, October 2019 mediaView Pro

## 2022 Editorial Calendar

### JAN/FEB

Ad close: 1/6/22

Materials due: 1/6/22

#### Features

- Airport Security
- Artificial Intelligence
- Mobile Apps
- Internet of Things
- Municipal Security/  
Smart City
- Data Storage
- Smartcards
- Cloud Security

#### Editorial Webinar

February

### MAR

Ad close: 2/1/22

Materials due: 2/2/22

#### Features

- Video Surveillance
- Hospital Security
- Perimeter Security
- Wireless Technology
- Transportation Security
- Critical Infrastructure
- Cybersecurity
- Sporting Facility  
Security
- Access Control
- Biometrics
- Casino Security
- Machine Learning

#### Show Coverage/ Bonus Distribution\*

ISC West, Las Vegas, NV  
March 23-25

### APR

Ad close: 3/2/22

Materials due: 3/3/22

#### Features

- Emerging Technologies
- Door/Hardware  
Security
- Banking Security
- Counter Terrorist  
Systems
- Loss Prevention/Retail  
Security
- Safe Cities
- Airport Security
- Integrated Systems

#### Editorial Webinar

April

#### Show Coverage/ Bonus Distribution\*

PSA-TEC, Denver, CO  
May 16-19

### MAY/JUN

Ad close: 5/2/22

Materials due: 5/4/22

#### 2022 Govies Entries

#### Features

- Dealer/Integrator
- Facility Security
- Access Control
- Network Cameras
- Museum Security
- Law Enforcement
- Deep Learning
- Cybersecurity

#### Editorial Webinar

June

\*If in-person event occurs



## 2022 Editorial Calendar

### JUL/AUG

Ad close: 7/7/22

Materials due: 7/7/22

#### Features

- Sporting Complex Security
- Critical Infrastructure
- Event Security
- House of Worship Security
- IP Video Surveillance
- Mobile Apps
- Audio Within Security
- Casino Security

#### Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September/October 2022 will receive a Company Profile of the same size as ad in July/August 2022 issue.

#### Editorial Webinar

August

### SEP/OCT

Ad close: 8/19/22

Materials due: 8/26/22

#### 2022 Govies Winners 2022 New Product of the Year Entries

#### Features

- Deep Learning
- Cloud Security
- Multi-campus Security
- Emergency Communications
- IP Cameras
- IT Security
- Identity Management
- Internet of Things
- Remote Monitoring
- DIY Security
- Banking Security
- Border Protection
- Intelligent Video/Analytics
- Guarding/Manpower
- City Surveillance

#### Company Profile Bonus

All half page or larger advertisers in BOTH July/August and September/October 2022 will receive a Company Profile of the same size as ad in July/August 2022 issue.

#### Editorial Webinar

October

#### Show Coverage/Bonus Distribution\*

- GSX, Atlanta, GA  
September 12-14

### NOV/DEC

Ad close: 10/31/22

Materials due: 11/3/22

#### 2022 New Product of the Year Winners

#### Features

- Trends and Growth for 2023
- Product Analysis for 2022
- Access Control
- Retail Security
- Utility Security
- Cybersecurity

#### Editorial Webinar

December

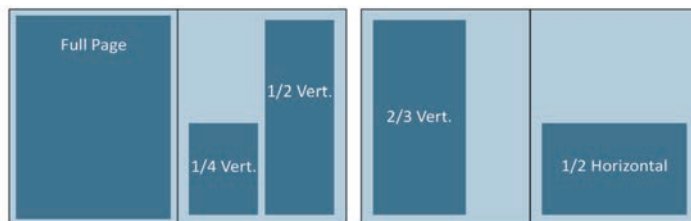
\*If in-person event occurs

# Magazine Ad Specs

**Magazine Trim Size:** 8 x 10 3/4 (all sizes are in inches)

	Non-Bleed	Bleed
<b>Full Page</b>	7 x 10	8 1/4 x 11
<b>Spread</b>	15 x 10	16 1/4 x 11
<b>1/2 Horizontal Spread</b>	15 x 4 5/8	16 1/4 x 5 5/8
<b>2/3 Vertical</b>	4 1/2 x 10	5 3/16 x 11
<b>1/2 Island</b>	4 1/2 x 7 1/2	5 3/16 x 8 3/8
<b>1/2 Vertical</b>	3 3/8 x 10	4 x 11
<b>1/2 Horizontal</b>	7 x 4 5/8	8 1/4 x 5 5/8
<b>1/3 Vertical</b>	2 1/8 x 10	2 7/8 x 11
<b>1/3 Square</b>	4 1/2 x 4 5/8	5 3/16 x 5 1/2
<b>1/4 Vertical</b>	3 3/8 x 4 5/8	4 x 5 1/2

Cover snipe and cover ad box also available. Contact us for specs.



For bleed ads, keep live copy 1/4" from trim. For spreads, we recommend keeping live copy 1/4" from the gutter on each side.

## Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

## Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files.  
Artwork must be CMYK, minimum 300 dpi.  
Files must be flattened (no layers or transparencies).  
Set bleeds 1/8" beyond trim.  
DO NOT use stylized fonts.  
Embed all fonts.  
Overall density of CMYK colors cannot exceed 300%.  
Set trim marks with a 12-point offset so the marks don't overlap the bleed.

## Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi.  
Files must be flattened (no layers).  
Set bleeds 1/8" beyond trim.  
Fonts must be embedded or converted to outlines.  
Overall density of CMYK colors cannot exceed 300%.  
Set trim marks so they don't overlap the bleed.

## Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

## Uploading to FTP

It's important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

**Host:** ftp://ads.1105media.com

**User ID:** 1105user

**Password:** 1105pass

**Directory:** /1105external/production/[magazine title]

**Tip:** You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

## FileZilla Instructions

1. To install, go to <https://filezilla-project.org> and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

## Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Production Coordinator

OH&S, [issue date]

1105 Media, Inc.

6300 Canoga Avenue, Suite 1150

Woodland Hills, CA 91367

## Additional Advertising Resources

<https://1105media.com/pages/ad-specs>

## Be Part of our Mobile-Responsive Website

This comprehensive website offers information and tools that security product decision makers can use to achieve the best results. Relevant industry news, timely features, and a mobile-responsive design makes it simple for security professionals to find all the information they need in one place.

**Take advantage of our 58,506\* average monthly visits with 95,688\* average pageviews at securitytoday.com.**

### Banners

See next page for options. Contact us for rates.

### Custom Media Offerings

*Security Today* provides a comprehensive portfolio of cost-effective custom media programs to enhance integrated marketing strategies. Our staff works closely with clients to produce dynamic, customized products that reach and impact targeted decision makers.

### Home Page Info Center

*Security Today* Home Page Info Centers allow marketers to deliver valuable information and engage buyers looking for security products, information and solutions at the moment they enter the *Security Today* Home Page. The Home Page Info Center accomplishes the three most important online marketing goals in one complete tool—branding, lead generation and premiere leadership positioning..

### White Papers

Make your white papers available to thousands of unique visitors to our website each month. We post information about your white papers to best gain the attention of your prospects. Listing includes white paper title, company name, brief abstract, link to your white paper and unlimited downloads.

### Video Hosting

Stand out from the crowd by allowing us to host your rich media/video on our website. Expand the reach of your video presentation and take advantage of the *Security Today* brand by placing your video on our site, thus reaching thousands of potential buyers for your products and services.

### Best of the Web & Digital Awards Competition Finalist

*Security Today* was named one of five finalists in min's Best of the Web Digital Awards competition in the Online Community/Social Networking category. Other finalists in this category were Billboard, Luckymag.com, Sports Illustrated, and Travel + Leisure.

\*Media Owner's Own Data, 2020



**Like us on Facebook:**

[facebook.com/SecurToday](https://facebook.com/SecurToday)

**Follow us on Twitter:**

[twitter.com/SecurToday](https://twitter.com/SecurToday)

**Also look for us on LinkedIn:**

[linkedin.com/company/security-today](https://linkedin.com/company/security-today)





## Online/Social Positions

This comprehensive website offers information and tools that security product decision makers can use to achieve the best results. Relevant industry news, timely features, and a mobile-responsive design makes it simple for security professionals to find all the information they need in one place.

**Take advantage of our 58,506\* average monthly visits with 95,688\* average pageviews at securitytoday.com.**

### Banners

728x90 Leaderboard	8 sponsors
468x60 Banner (Middle and Bottom home page only)	8 sponsors
300x600 Super Skyscraper	8 sponsors
300x250 or 300x300	8 sponsors
300x90 Button	8 sponsors

### Home Page Info Center

1 sponsor

### Dog Ear / Peel Back

1 sponsor

### Wallpaper

4 sponsors

### Pushdown

1 sponsor

### Product Guide Sole Sponsorship

468x60 on Topic Main Page

### Exclusive Product Category Road Block Sponsorship

Includes top 728x90, top and bottom 468x60, right 300x90, 300x600, and 300x300

### Market Sections

300x90  
300x600  
300x250 or 300x300  
468x60  
728x90  
Dogear  
Info Center (300x300 banner + 5 links)

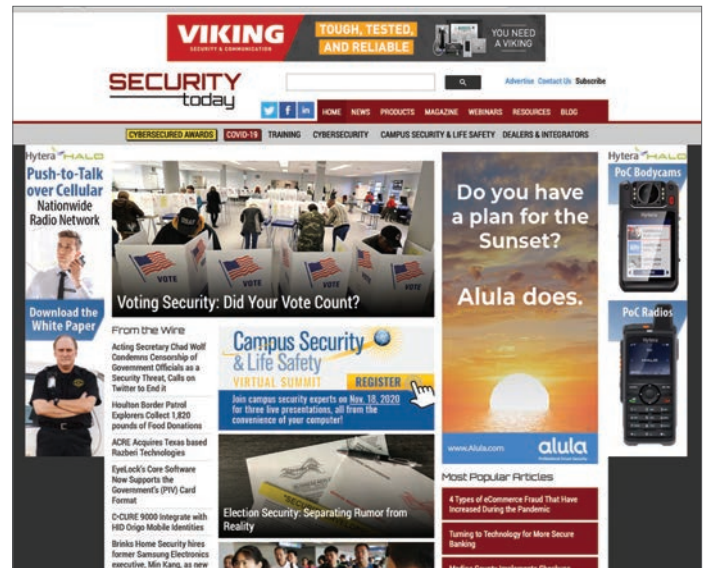
### White Paper Hosting

Listing includes: white paper title, company name, brief abstract, link to white paper, unlimited downloads

### Video Hosting

Live Show Site Video - Contact your Integrated Media Consultant for rates and information.

\*Media Owner's Own Data, 2020



### Vendor Webinar

### Editorial Webinar co-sponsor

### DemoCast Sponsorship

15-minute including video & Q&A  
5-minute video only

### Vendor Podcast Sponsorship

### Topical Podcast Sponsorship

### Live From Sponsorship

### Package of 10 Sponsored Social Media Posts

## Contact us for rates:

### Brian Rendine

brendine@1105media.com  
972-687-6761

### Sam Baird

China, Europe, Israel  
sam@whitehillmedia.com  
+44 1883 715 697

## Powerful Website Options

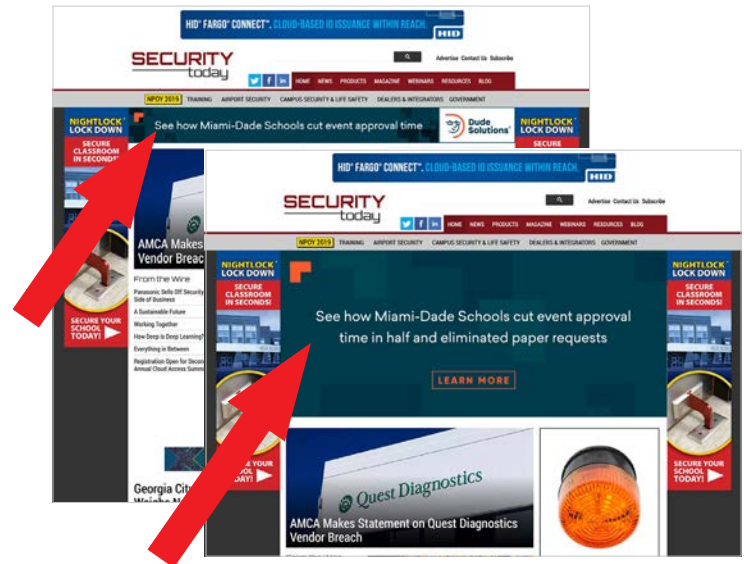
### Pushdown Ad

Get viewers to take a second look with our new pushdown banner position. Located directly below the securitytoday.com homepage, the ad expands when viewers hover over it, increasing visibility and capturing attention.

Dimensions: 970x90 (max file size 50K)

Hover Over Expansion Dimensions: 970x415 (max file size 200K)

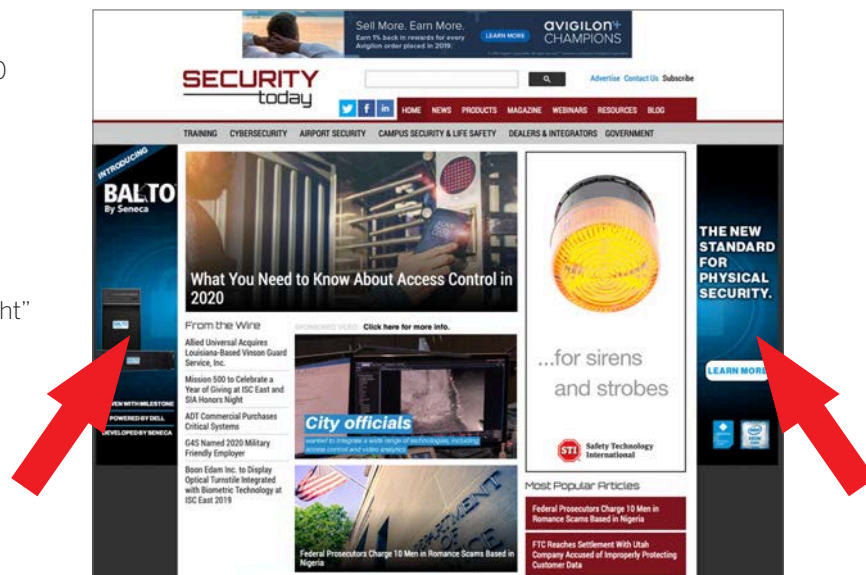
Advertisers have the option to provide a 300x50 ad to serve on smaller mobile devices.



### Wallpaper

Take command of the screen with wallpaper—a pair of 152x600 banners positioned on the left and right sides of the *Security Today* website. The banners move down the screen as viewers scroll, for continuous impact. Repeat the same image on both sides, or submit two different banners with a cohesive look.

- Images can be in .jpg, .gif or .png format.
- If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look..



## Increase your Impact with these Positions

Purchase both the Pushdown Ad and the Wallpaper for maximum impact. Contact us for rates.

## Native Advertising on securitytoday.com

### Put your Sponsored Content in Front of Thousands of Security Professionals

Now you can draw more attention to your brand by running sponsored content embedded in must-read securitytoday.com articles and on the home page.

Security professionals rely on securitytoday.com to keep up with important industry news and trends. The *Security Today* website has a monthly average of 95,688\* pageviews.

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in e-newsletters sent during the time period of the Native Campaign.

A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours.

Contact us for rates.

### Native Ad Requirements:

- 1000-2000 word article
- High resolution article image greater than 1025px wide.
- 728X90 Banner image with link
- 300X250 Banner ad image with link

Due dates are 5 business days or one week before live date.

### Increase your Impact

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact.

728X90

SECURITY today

Advertise Contact Us Subscribe

HOME NEWS PRODUCTS MAGAZINE WEBINARS RESOURCES BLOG

TRAINING CYBERSECURITY AIRPORT SECURITY CAMPUS SECURITY & LIFE SAFETY DEALERS & INTEGRATORS GOVERNMENT

Person Car Backpack

SPONSORED

### AI Beyond the Hype

By Ray Cooke | Oct 01, 2019

Today, there are in-depth discussions about what 'might be' possible with AI, machine and deep learning-based analytics products on the market. Much of the conversation centers on practical ways to utilize deep learning and neural networks and how these techniques can improve analytics and significantly reduce false-positives for important events. When talking to end users about analytics, it becomes clear that many still don't take full advantage of analytics. In some cases, this can be due to a history of false-positives with previous generation technology, but in others, it can simply be a case of not believing that reliable analytics are achievable for their unique needs. The good news is that with AI, or more accurately, deep learning and neural networks, we are making great strides towards increasing accuracy.

In the past, developers tried to define what an object is, what motion is and what should be considered an interesting motion that we want to track versus false positive "noise" that should be ignored. Some classic examples are wind blowing leaves on a tree, rain, snow or a plastic bag floating by. For far too long, something as simple as motion detection has been plagued by false-positives generated by wind. Users could try and reduce the sensitivity, and eliminate the false motion in a light breeze and still see false positives with motion events triggered in a wind storm. Using neural networks and deep learning to define objects such as humans, cars, buses and animals means that traditional analytics can now focus on objects. These new algorithms have been taught to recognize a human being by seeing thousands of images of humans. Once an algorithm has learned these examples, it can apply this advanced knowledge to existing analytics. For example, if a car crossed a line at an entry gate it might be acceptable. However, if a person passes that same line, we might want an alert. A shadow should be ignored and swaying tree branches shouldn't be considered. A car driving in the wrong direction warrants an alert, however people moving about freely is fine. All of the traditional analytics regarding motion such as appear / disappear, line crossing, object left behind and loitering will be more accurate and capable of additional refinement using AI and the power of object recognition.

300X300

1 2 3 4 NEXT »

If you like what you see, get more delivered to your inbox weekly.  
[Click here to subscribe to our free premium content.](#)

Printable Format E-Mail this page

## Live From GSX

### Team up with *Security Today*

Reach out to people who cannot attend these events, and let prospects know what is going on at your booth. Get your news and information out continuously before, during, and after GSX.

Our social zone features aggregated content about and from the show and our Live From sponsors.

#### Live From Sponsor package includes\*:

- 728x90 leaderboard
- Wallpaper: (2) 152x600 banners in cohesive design
- Social media feeds featuring your posts, posts from *Security Today* editors, show posts, and more
- Promotion of social zone in *Security Today* e-news and on securitytoday.com
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Posts from *Security Today* editors about your company, products and booth, including in-booth video and posts during the show

#### Live From Dates:

- Live From GSX 2020 will be live on securitytoday.com September 13 through October 11, 2021.

#### Also available: Sponsored Post Package

Up to 10 sponsored posts — while Live From page is live or during your preferred timeframe

**Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category.** These awards recognize the year's best in pioneering, inventive, and ultimately successful projects undertaken by the media industry's most innovative marketing professionals.

**Limited sponsor packages available.**



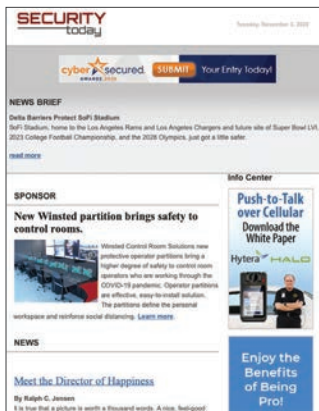
[securitytoday.com/live](https://securitytoday.com/live)



\*Content may vary if event is virtual.



## E-newsletters



### Security Today e-news

Delivered twice weekly, this newsletter is sent to more than 40,000\* potential security buyers. Each issue provides essential industry news and product information to these important decision makers.

#### Sizes:

- E-news Info Center
- 180x300 Banner
- Sponsor Spot
- 468x60 or 468x90 Banner
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### Security C-Suite e-news

Reach more than 20,000\* end users with executive or general management job functions with this highly-targeted e-newsletter, which highlights some of most important news affecting the ever-changing security industry. The newsletter provides special insight into the industry, breaking industry news, tips, features from *Security Today* magazine, and much more.

#### Sizes:

- 468x60 or 468x90 banner
- 160x120 Button
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### Dealer Strategies e-news

This business solutions newsletter is sent to more than 25,000\* security systems integrators, installers and dealers. Delivered twice per month, each issue features business solutions, sales and marketing tips, installation tips, manufacturer new product and technology updates, dealer opportunities and hot market niches, plus much more.

#### Sizes:

- 468x60 or 468x90 banner (Top or Bottom)
- 160x120 Button
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### GovSec e-news

This monthly e-newsletter examines how government entities across the nation are using physical security to meet their needs as well as delivering pertinent information on upcoming events and online conferences. Distribution is 20,000\*.

#### Sizes:

- 468x60 or 468x90 banner
- 180x300 Info Box
- 150x150 Sponsor Spot
- 160x600 Skyscraper
- Sole Sponsorship\*\*

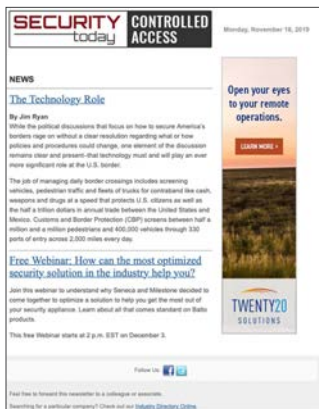
**All scheduled e-newsletters are available as Sole Sponsored.**

\*Media Owner's Own Data

\*\*Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by *Security Today*.



## E-newsletters



### Controlled Access e-news

Distributed monthly, this e-newsletter reaches 20,000\* security professionals with buying responsibility for: Access Control, Integrated Systems, Intrusion Alarm & Monitoring, Security Guard Services, Security Consultants, IT/Network Security, Biometrics, Card Reader Systems, Identification Products/ID Badges, Wireless Technologies, and Cloud Storage.

#### Sizes:

- 468x60 or 468x90 banner
- 160x120 Button
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*



### Security Today Solutions e-news

This monthly e-newsletter focuses on specific products and services for the security industry. Distribution: 40,000\*

#### Sizes:

- Top Banner  
(includes 1 product spot)
- Product/Service Spot  
(150x150 + 40-60 words of text)

#### Multiple spot discount



### Security Today E-View

Send out your published *Security Today* article 2-3 weeks before it comes out in the magazine to generate early buzz and capture the attention of the industry. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 40,000\* potential security buyers. Includes 468x60 top and bottom banners and a 300x300 banner.



### CyberSecured e-news

This informative monthly e-newsletter focuses on Internet of Things, Artificial Intelligence, Cloud Storage and more. Reach 30,000\* buyers, including 10,000\* IT professionals.

#### Sizes:

- E-news Info Center
- 180x300 Banner
- Sponsor Spot
- 468x60 or 468x90 Banner
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*

**All scheduled e-newsletters are available as Sole Sponsored.**

\*Media Owner's Own Data

\*\*Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by *Security Today*.

## Event E-newsletters

### Event Updates & Product Spotlights

We'll help you market your brand around the top industry events, increasing awareness, driving more traffic to you, and supplying leads to you after the event. Each Event Updates e-newsletter will be delivered to security professionals before, during and after the event. The editors will be offering daily updates on happenings around the event as well as their insights and observations regarding the event "buzz."

Target these events by securing your position in one or more of our Event Updates e-newsletters, each distributed to 40,000\* security professionals.

**Limited space available** — Each e-newsletter is limited to 5 sponsors. Each sponsor will receive a selected ad size and location based on availability and preference. E-newsletters will be delivered one week before the event, three days during the event and one week after the event.

For extra exposure, add Pre-Event and Post-Event Spotlight E-newsletters to your ISC West and GSX campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the events.

### Event Updates E-newsletter Dates

#### ISC West 2022

March 16  
March 23  
March 24  
March 25  
March 30

#### GSX 2022

September 6  
September 12  
September 13  
September 14  
September 19

### Event Spotlight E-newsletters

#### ISC West 2022

Pre-Event Spotlight - March 6  
Post-Event Spotlight - March 27

#### GSX 2022

Pre-Event Spotlight - August 28  
Post-Event Spotlight - September 19

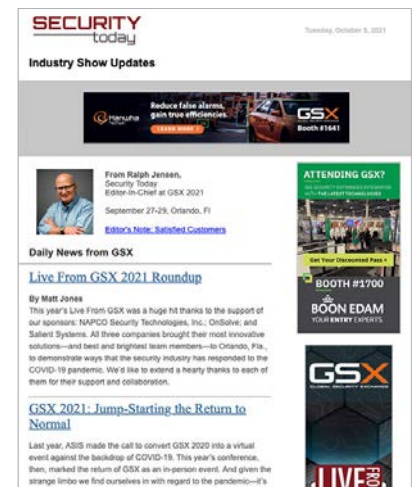
### Event Show Spotlight E-newsletter Ad Sizes

- Top Banner - 468 x 60 (exclusive)
  - Product Spot (150x150 + 40-60 words of text)
- Positions will be allocated on a first-come, first-served basis, so reserve your spots today.

**Contact your Integrated Media Consultant for more information and a list of additional events that may be added.**

\*Media Owner's Own Data

\*\*Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.



### Banner Sizes (Sold per show)

- E-news Info Center
- 180x300 Banner
- Sponsor Spot
- 468x60 or 468x90 Banner
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship\*\*

## E-news 2022 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JANUARY</b>	
January 3	CyberSecured
January 4	Security Today
January 5	GovSec
January 6	Security Today
January 10	Security Today Solutions
January 11	Security Today
January 12	Dealer Strategies
January 13	Security Today
January 18	Security Today
January 20	Security Today
January 24	Security C-Suite
January 25	Security Today
January 26	Dealer Strategies
January 27	Security Today
January 31	Controlled Access
<b>FEBRUARY</b>	
February 1	Security Today
February 2	GovSec
February 3	Security Today
February 7	CyberSecured
February 8	Security Today
February 9	Dealer Strategies
February 10	Security Today
February 14	Security Today Solutions
February 15	Security Today
February 17	Security Today
February 22	Security Today
February 23	Dealer Strategies
February 24	Security Today
February 25	Security Today
February 28	Security C-Suite, Controlled Access
<b>MARCH</b>	
March 1	Security Today
March 2	GovSec
March 3	Security Today
March 7	CyberSecured
March 8	Security Today
March 9	Dealer Strategies
March 10	Security Today
March 14	Security Today Solutions
March 15	Security Today
March 17	Security Today
March 21	Security C-Suite
March 22	Security Today
March 23	Dealer Strategies
March 24	Security Today
March 28	Controlled Access
March 29	Security Today
March 31	Security Today

EDITION	SPECIAL FOCUS
<b>APRIL</b>	
April 4	CyberSecured
April 5	Security Today
April 6	GovSec
April 7	Security Today
April 11	Security Today Solutions
April 12	Security Today
April 13	Dealer Strategies
April 14	Security Today
April 18	Security C-Suite
April 19	Security Today
April 21	Security Today
April 25	Controlled Access
April 26	Security Today
April 27	Dealer Strategies
April 28	Security Today
<b>MAY</b>	
May 2	CyberSecured
May 3	Security Today
May 5	GovSec
May 5	Security Today
May 10	Security Today Solutions
May 10	Security Today
May 12	Dealer Strategies
May 12	Security Today
May 17	Security Today
May 19	Security Today
May 23	Security C-Suite, Controlled Access
May 24	Security Today
May 26	Dealer Strategies
May 26	Security Today
May 31	Security Today
<b>JUNE</b>	
June 1	GovSec
June 2	Security Today
June 6	CyberSecured
June 7	Security Today
June 8	Dealer Strategies
June 9	Security Today
June 13	Security Today Solutions
June 14	Security Today
June 16	Security Today
June 20	Security C-Suite
June 21	Security Today
June 22	Dealer Strategies
June 23	Security Today
June 27	Controlled Access
June 28	Security Today
June 30	Security Today

## E-news 2022 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JULY</b>	
July 5	<i>Security Today</i>
July 6	<i>GovSec</i>
July 7	<i>Security Today</i>
July 11	<i>CyberSecured, Security Today Solutions</i>
July 12	<i>Security Today</i>
July 13	<i>Dealer Strategies</i>
July 14	<i>Security Today</i>
July 18	<i>Security C-Suite</i>
July 19	<i>Security Today</i>
July 21	<i>Security Today</i>
July 25	<i>Controlled Access</i>
July 26	<i>Security Today</i>
July 27	<i>Dealer Strategies</i>
July 28	<i>Security Today</i>
<b>AUGUST</b>	
August 1	<i>CyberSecured</i>
August 2	<i>Security Today</i>
August 3	<i>GovSec</i>
August 4	<i>Security Today</i>
August 8	<i>Security Today Solutions</i>
August 9	<i>Security Today</i>
August 10	<i>Dealer Strategies</i>
August 11	<i>Security Today</i>
August 15	<i>Security C-Suite</i>
August 16	<i>Security Today</i>
August 18	<i>Security Today</i>
August 22	<i>Controlled Access</i>
August 23	<i>Security Today</i>
August 24	<i>Dealer Strategies</i>
August 25	<i>Security Today</i>
August 30	<i>Security Today</i>
<b>SEPTEMBER</b>	
Sept. 1	<i>Security Today</i>
Sept. 6	<i>Security Today</i>
Sept. 7	<i>GovSec</i>
Sept. 8	<i>Security Today</i>
Sept. 12	<i>CyberSecured, Security Today Solutions</i>
Sept. 13	<i>Security Today</i>
Sept. 14	<i>Dealer Strategies</i>
Sept. 15	<i>Security Today</i>
Sept. 19	<i>Security C-Suite</i>
Sept. 20	<i>Security Today</i>
Sept. 22	<i>Security Today</i>
Sept. 26	<i>Controlled Access</i>
Sept. 27	<i>Security Today</i>
Sept. 28	<i>Dealer Strategies</i>
Sept. 29	<i>Security Today</i>

EDITION	SPECIAL FOCUS
<b>OCTOBER</b>	
October 3	<i>CyberSecured</i>
October 4	<i>Security Today</i>
October 5	<i>GovSec</i>
October 6	<i>Security Today</i>
October 10	<i>Security Today Solutions</i>
October 11	<i>Security Today</i>
October 12	<i>Dealer Strategies</i>
October 13	<i>Security Today</i>
October 17	<i>Security C-Suite</i>
October 18	<i>Security Today</i>
October 20	<i>Security Today</i>
October 24	<i>Controlled Access</i>
October 25	<i>Security Today</i>
October 26	<i>Dealer Strategies</i>
October 27	<i>Security Today</i>
<b>NOVEMBER</b>	
November 1	<i>Security Today</i>
November 2	<i>GovSec</i>
November 3	<i>Security Today</i>
November 7	<i>CyberSecured</i>
November 8	<i>Security Today</i>
November 9	<i>Dealer Strategies</i>
November 10	<i>Security Today</i>
November 14	<i>Security Today Solutions</i>
November 15	<i>Security Today</i>
November 17	<i>Security Today</i>
November 21	<i>Security C-Suite</i>
November 28	<i>Controlled Access</i>
November 29	<i>Security Today</i>
November 30	<i>Dealer Strategies</i>
<b>DECEMBER</b>	
December 1	<i>Security Today</i>
December 5	<i>CyberSecured</i>
December 6	<i>Security Today</i>
December 7	<i>GovSec</i>
December 8	<i>Security Today</i>
December 12	<i>Security Today Solutions</i>
December 13	<i>Security Today</i>
December 14	<i>Dealer Strategies</i>
December 15	<i>Security Today</i>
December 19	<i>Security C-Suite, Controlled Access</i>
December 20	<i>Security Today</i>
December 21	<i>Dealer Strategies</i>
December 22	<i>Security Today</i>

## Custom Sponsored e-newsletters\*

Get your message out to a targeted audience by sponsoring a custom *Security Today* e-newsletter. This opportunity is very popular with our advertisers due to the high number of leads generated. You provide banner ads and contribute content to add to our e-newsletter. We create the e-newsletter and send it to our list of targeted subscribers. Contact your Integrated Media Consultant for pricing and availability.



The screenshot shows a Security Today e-newsletter dated Wednesday, November 6, 2019. It features several sponsored sections:

- Top Banner:** A banner for Boon Edam with the text "Match security entrances with your specific industry" and a "Download Now" button. A red arrow points to it with the text: "468x60 or 468x90 Top Banner. Also includes 468x60 or 468x90 Bottom Banner".
- Sponsor Section:** A section titled "SPONSOR" with the headline "Which security entrance is the right one for you?". It includes an image of a security entrance and a "Learn more" link. A red arrow points to it with the text: "180x300 Banner".
- Info Center:** A section titled "Info Center" with a "BOON EDAM" logo and the text "Attending ISC East? Let's talk solutions!". It includes a "Schedule a demo today!" button. A red arrow points to it with the text: "Featured Product Spot".
- Skyscraper:** A vertical banner on the right side of the newsletter with the text "Match security entrances with your specific industry". A red arrow points to it with the text: "160x600 Skyscraper".

### Features

- Ad messaging from one sponsor
- Topic focus chosen by sponsor
- A section for content provided by sponsor
- Sent to your choice of targeted subscribers from:
  - *Security Today*
  - *Dealer Strategies*
  - *GovSec*
  - *CyberSecured*
  - *Campus Security & Life Safety*
  - *Security C-Suite*
- All leads delivered to sponsor

\*Custom sponsored e-newsletters are created by 1105 Media and use the *Security Today* e-newsletter template and ad specifications. Not all content can be provided by the sponsor.



## Webinars

### Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit today's security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's security product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why we offer a turnkey webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

### Vendor Webinars

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

### Editorial Webinars

In addition to single-sponsored customer-supplied webinars, *Security Today* offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

### Planned 2022 editorial webinar topics include:

- Access Control
- Mission Control Design
- Securing Healthcare Facilities
- Sports Complex Security
- And more

\*Media Owner's Own Data



### Webinar Sponsorship includes:

- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 40,000\* targeted *Security Today* e-news subscribers
- Reminder e-mails prior to webinar
- E-newsletter sponsorships (includes 150x150 image, linking URL and up to 80 words of promotional text)
- 30-day webinar registration link on securitytoday.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Q&A at the end of the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand access

We've reached thousands of security professionals in the past year, including those with titles such as President, Director of Security, Safety & Security Manager, CEO COO, Electrical Engineer, Project Manager, Facilities Manager, and more.\*

**For more information on how to schedule or develop a webinar to meet your marketing needs, please contact us.**

## Podcast

### An Exciting New Way to Promote Your Business

SecurPod, the new *Security Today* podcast, creates a marketing experience for your company and offers an insider's view into the security industry. Each podcast features a 20- to 30-minute conversation with Editor Ralph C. Jensen and an industry expert on a specific topic.

Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

SecurPods are marketed to our *Security Today* database and are promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts, Stitcher, and Spotify.



### Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

### Topical Podcast Sponsorship

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read during the podcast

### Added Value for Podcast Sponsors

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eblast to our *Security Today* subscribers

### The *Security Today* Audience wants Podcasts

We reached out to our *Security Today* audience, and 94%\* of respondents said they would listen to a *Security Today* podcast. Of these respondents, 88%\* already listen to podcasts.

#### Podcasts Are the Way People Are Learning Now

Base on research gathered by smallbizgenious, podcasts are very popular, and listeners are engaged.

- 74% of podcast users listen to podcasts to learn something new. (Edison Research)
- 55% of US podcast listeners pay attention to podcast ads, which is 10% more than those who pay attention on the radio. (Business Insider)
- 54% of podcast customers say they think about buying advertised products (Convince & Convert)
- Brands that advertise products and services during business podcasts have a 14% lift in purchase intent. (Music Oomph)

## Awards Programs — Earn Recognition for your Security Products

### *Security Today* New Product of the Year

For 13 successful years, this award program has been honoring the outstanding product development achievements of security technology and solutions manufacturers whose products are considered particularly noteworthy in their ability to improve security. 2022 entries will be included in the September/October 2022 issue of *Security Today*. Winners will be highlighted online and in the November/December 2022 issue of *Security Today*.



### *Security Today* Govies Government Security Awards

The Govies have been honoring outstanding government security products in a variety of categories since 2009. Platinum and Gold awards are given in this prestigious contest. Information on the 2022 program will be available at securitytoday.com in early 2022. Entries will be included in a magazine issue. Winners will be highlighted online and in a magazine issue.



### CyberSecured Awards

Our newest awards program focuses on the network and other cybersecurity initiatives. Our goal is to bring to the forefront the numerous products that secure our world today. Information on the 2022 program will be available at securitytoday.com in Fall 2022. Winners will be highlighted on securitytoday.com and in CyberSecured e-news.



#### Winners of each award program will receive great benefits, such as:

- Award suitable for display
- Editorial coverage
- Recognition in magazine, website and e-news marketing and promotions
- Use of the award logo on all promotional materials related to winning product
- Inclusion in special winners section on website
- Special advertising rates and promotional opportunities

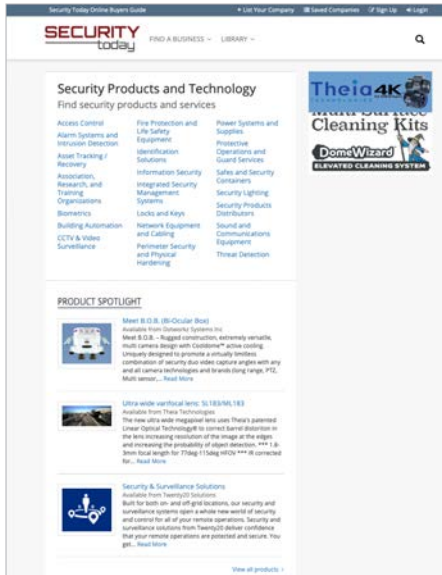
### Additional 1105 Media Awards Programs

1105 Media conducts several additional awards programs throughout the year, including the Secure Campus Awards, campuslifesecurity.com, and the Spaces4Learning New Product Awards, spaces4learning.com. Please visit these brands' websites for additional information.



For more information on any 1105 Media awards program, please contact Susan May at [smay@1105media.com](mailto:smay@1105media.com).

## Integrated Marketing Services



### Industry Directories

Add your company to the *Security Today* Industry Directory at [buyersguide.securitytoday.com](http://buyersguide.securitytoday.com) or the GovSec Industry Directory at [governmentsecuritydirectory.com](http://governmentsecuritydirectory.com). For extra impact, upgrade with a Top Product listing, banner ad, and more.

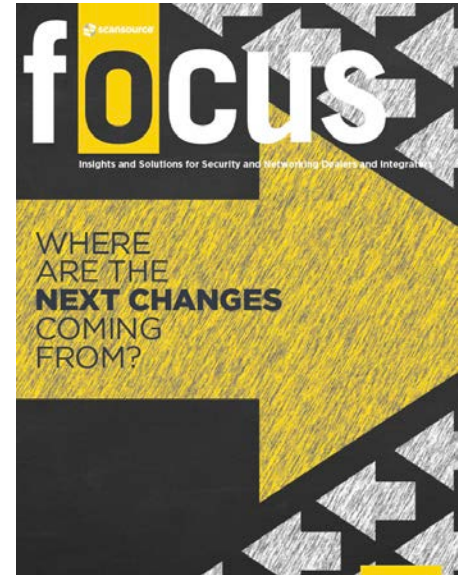


### Belly Bands/Cover Tips

Make your brand the the first thing *Security Today* readers see by advertising your brand on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.

### Reprints

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), e-prints, plaques and posters contact PARS International at [parsintl.com/publisher/1105-media](http://parsintl.com/publisher/1105-media) or 212-221-9595.



### Inserts/Outserts

Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *Security Today* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and the outsert is polybagged with it. Overruns are provided for your organization.

### List Rental

Our subscriber mailing list is available for rental. To view our datacards, please visit [lists.meritdirect.com](http://lists.meritdirect.com). For more information, contact Marie Briganti at 914-368-1023 or [mbriganti@meritdirect.com](mailto:mbriganti@meritdirect.com).

## Website Banner Ad Specs

### 1105 Media Ad Serving Platform is Google Ad Manager 360

(formerly DFP Premium)

#### Standard Image Files

Acceptable files include PNG, JPG, GIF (includes animated GIF).  
Maximum file size 80K.

**Click-thru URL** advertisers are responsible for maintaining a working URL., which must be supplied with image file. Click rates are not guaranteed.

#### HTML5

Acceptable up to 100K

Ad design and development guidance can be found here: <https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

#### Third-party ad serving

We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

#### Placement

Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

#### Special banner specifications

- Initial Load: The file size should be maximum 80.
- Subsequent Load: The file size should be between 70-80K
- Number of Subsequent Loads: 1-2 max
- In-banner Video: We can accommodate as long as it fits into
- Special Frame Requirements: None, but must follow our specs & file size
- Max Animation Time: 10-15 seconds
- FPS (frames per second): 20-25 (max 30)
- Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
- Max Uninitiated Video Length: None if it fits into max 80K file size
- Concurrent Video/Animation: 25-30 seconds
- Audio Initiation After Expansion: User controlled with click
- Expandable Hotspot Limitation: No limitations

## eNews Banner Ad Specs

#### Banner Sponsorship - 40K maximum file size

eNews Info Center - 300x250

Large Right Box - 300x250

Large Square - 300x300

Top - 468x60

Bottom - 468x60

Click-thru URL

#### New Product - 40K maximum file size

150x150 image (.jpg or .gif), Headline: 55 characters max,

Body text: 40-60 words, Click-thru URL

#### Headline

55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

#### Click-thru URL

Advertisers are responsible for maintaining a working URL.

Click rates are not guaranteed.

URL should be limited to 250 characters.

#### Acceptable Files

Static GIF or JPG files

Please submit materials to Jennifer Slevin at [jslevin@1105media.com](mailto:jslevin@1105media.com). Phone: 818-814-5219

**All website and eNews creative is due 5 business days prior to launch.**



### contact us

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#### Integrated Media Consultants

**Brian Rendine**

brendine@1105media.com  
972-687-6761

**Sam Baird**

China, Europe, Israel  
sam@whitehillmedia.com  
+44 1883 715 697

#### Print Materials

**Tess Antonio**

tantonio@1105media.com  
818-814-5371

#### Online Materials

**Jennifer Slevin**

jslevin@1105media.com  
818-814-5219

#### Webinar Materials

**Tammy Renne**

trenne@1105media.com  
972-687-6776

#### Editorial

**Ralph C. Jensen**

Editor-in-Chief  
rjensen@1105media.com

**Brent Dirks**

E-news Editor  
bdirks@1105media.com

**Matt Jones**

Senior Editor, Campus Security & Life Safety  
mjones@1105media.com

#### 1105 Media Infrastructure Solutions Group

**Kevin O'Grady**

President & Group Publisher  
kogrady@1105media.com

**Irene Fincher**

Group Circulation Director  
ifincher@1105media.com

**Susan May**

Group Marketing Director  
smay@1105media.com

**Scott Newhouse**

Group Website Manager  
snewhouse@1105media.com

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## securitytoday.com